

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

—REMARKS—
PLS SEE ADD TO SKED, ADD IS \$4060. REV TTL IS \$6560
PLS CK AND CME
THANKS
NILE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---------------|----|--------|---------|------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | *2 | M,W-TH | 2P-3P | ANDERSON COOPER | :30 | \$100.00 | 10/01-10/04 | 3 | 1 | 3 | \$300.00 | |
| Rating: 1.4 | | | | | | | | | | | | |
| Sales Remark: | | | | V3 ADD | | | | | | | | |
| V3 Added | | | | | | | | | | | | |
| | *3 | SU | 10A-11A | THIS WEEK | :30 | \$150.00 | 09/30-09/30 | 1 | 1 | 1 | \$150.00 | |
| Rating: 2.1 | | | | | | | | | | | | |
| Sales Remark: | | | | V3 ADD | | | | | | | | |
| V3 Added | | | | | | | | | | | | |
| | *4 | F,W | 3P-4P | ELLEN | :30 | \$250.00 | 09/28-10/03 | 2 | 1 | 2 | \$500.00 | |
| Rating: 1.4 | | | | | | | | | | | | |
| Sales Remark: | | | | V3 ADD | | | | | | | | |
| V3 Added | | | | | | | | | | | | |
| | *5 | SU | 4P-430P | TALKING PICTURES | :30 | \$150.00 | 09/30-09/30 | 1 | 1 | 1 | \$150.00 | |
| Rating: 3.0 | | | | | | | | | | | | |
| Sales Remark: | | | | V3 ADD | | | | | | | | |
| V3 Added | | | | | | | | | | | | |

3

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|---------------|-----|-------------|-------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | ----- | ----- | --- | --- | ----- | ----- |
| | *6 | F,M | 7A-9A | GMA | :30 | \$140.00 | 09/28-10/01 | 2 | 1 | 2 | \$280.00 | |
| Rating: 1.4 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |
| | *7 | F | 4P-430P | 4P NEWS | :30 | \$165.00 | 09/28-09/28 | 1 | 1 | 1 | \$165.00 | |
| Rating: 1.8 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |
| | *8 | F | 5P-530P | 5P NEWS | :30 | \$165.00 | 09/28-09/28 | 1 | 1 | 1 | \$165.00 | |
| Rating: 2.1 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |
| | *9 | F | 6P-630P | 6P NEWS | :30 | \$200.00 | 09/28-09/28 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.6 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |
| | *10 | SA | 5P-530P | SAT 5P NEWS | :30 | \$175.00 | 09/29-09/29 | 1 | 1 | 1 | \$175.00 | |
| Rating: 2.2 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |
| | *11 | SU | 5P-530P | SUN 5P NEWS | :30 | \$175.00 | 09/30-09/30 | 1 | 1 | 1 | \$175.00 | |
| Rating: 2.6 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |
| | *12 | F | 1035P-1105P | NIGHTLINE | :30 | \$200.00 | 09/28-09/28 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.9 | | | | | | | | | | | | |
| | Sales Remark: | | | V3 ADD | | | | | | | | |
| | V3 Added | | | | | | | | | | | |

Rep Order# 8869856 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 59060

Printed: 09/27/2012 10:35 AM
Last Received: 09/27/2012 10:33 AM
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station KTVX-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CONGR/R
Estimate# 928CO3
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/928CO3
Flight Dates 09/21/2012 - 10/04/2012
Hiatus Weeks

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| LT | In | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----------------------|----|-------|-----------|----------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| *13 | | F,M-W | 10P-1035P | 10P NEWS | :30 | \$400.00 | 09/28-10/03 | 4 | 1 | 4 | \$1,600.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Sales Remark: V3 ADD | | | | | | | | | | | | |
| V3 Added | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 19 / \$4,060.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$4,670.00 Oct 12: 8 / \$1,890.00

Sales Totals: 20 / \$6,560.00

Station Totals: 20 / \$6,560.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$32,800

| | | | | | | | | | |
|------|-----|------|-----|------|----|------|----|------|-----|
| CABL | 0% | KAZG | 0% | KJZZ | 0% | KPNZ | 0% | KSL | 32% |
| KSTU | 11% | KTVX | 20% | KUCW | 0% | KUPX | 0% | KUTV | 37% |
| NTVX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books MAY12
Demos RA35+